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Dear First Name;

- We detected recent irregular activity on our website that suggests that your Bed Bath & Beyond online account may have been compromised.
- **No unauthorized use of any credit card information you may have stored in your account could have resulted from this activity.**
- **We have no reason to believe that any unauthorized activity or purchases occurred on your Bed Bath & Beyond online account.**
- As a result of this incident, and for your protection out of an abundance of caution, we have locked your account and are requiring you to reset your password by doing the following:
 1. Visit <https://www.bedbathandbeyond.com/store/account/Login> or go to our website and click on the Login link
 2. Click "Reset Password?" and follow the instructions
- The pattern of the suspicious activity suggests that the username and passwords combinations were likely obtained from some source outside of Bed Bath & Beyond. Therefore, if you use the same username and password on other websites, it is strongly recommend that you update your password on those websites, as well.

For a more detailed explanation, please keep reading below.

What Happened

We detected recent suspicious website activity. Upon investigation, we discovered that some person or automated robot was attempting to log in to online Bed Bath & Beyond accounts by guessing commonly used passwords or by obtaining usernames and passwords from another source outside Bed Bath & Beyond. It may be that whoever made these attempts had obtained user names and passwords from another site relying on their knowledge that many people use the same password on multiple sites. It does appear that one of these efforts was successful in logging in to your Bed Bath & Beyond online account very recently with a password that was able to be guessed or obtained from some source likely outside of Bed Bath & Beyond. At this time, we have no reason to believe that there was any effort made to place any unauthorized orders on your Bed Bath & Beyond account. Even if such an effort was made and even if you had saved a credit card in your online account, that credit card could not have been used without entering the security code from the card itself. That security code is not stored on our website and therefore would not have been available on our website, even if someone entered your username and password. Moreover, only the card type, expiration date, and last four

digits of the card number would have been visible, which means it could not have been used to make unauthorized purchases elsewhere.

What Information Was Involved

This incident would suggest that your username and password have been compromised - perhaps by guessing or perhaps from another source. It also appears that an automated robot or someone other than you logged into your Bed Bath & Beyond account. Upon login, your basic account information would have been accessible and transmitted to the device that logged in, although we cannot say for sure whether it was viewed or accessed by any person. Depending on how you have your account set up and what information you have elected to save, that basic account information may include your name, email address, phone number, default shipping, billing, and mailing address, and/or the card type, expiration date, and last four digits of the card number for any credit or debit card that you saved on your account. It would not have included the full credit card number or the security code on any card.

What We Are Doing

Bed Bath & Beyond takes these types of situations very seriously and promptly investigated the suspicious activity. Once we found the recent unauthorized logins on a small percentage of our accounts, we blocked the source of those logins from being able to login in the future. For your protection, we have also locked your account, disabled your account password, and will be requiring you to change that password to a new password as set forth below.

What You Can Do

For your protection and out of an abundance of caution, Bed Bath & Beyond is REQUIRING YOU TO CHANGE YOUR PASSWORD in order to re-gain access to your account. You should also change your password for any other accounts for which you use the same login information. It is commonly recommended not to use the same password for accounts on multiple websites or with different companies and to periodically review and confirm your account information.

To complete the password change for your Bed Bath & Beyond account, you need to follow these steps:

1. Visit <https://www.bedbathandbeyond.com/store/account/Login> or go to our website and click on the Login link
2. Click "Reset Password?" and follow the instructions.

As you know, the security and privacy of your account is dependent on the strength of the password you select. Internet security experts recommend that when selecting a new password, you should not use any of your previous passwords or passwords that you use with other accounts. Passwords that are generic, use predictable components like "password", or series of numbers in sequence like "123456", are not secure.

For More Information

For general information on protecting your privacy and preventing unauthorized use of your personal information, you may visit the U.S. Federal Trade Commission's Web site, <http://ftc.gov> or contact your state office of consumer affairs or attorney general.

We are committed to maintaining the security and privacy of the personal information you entrusted to us. We apologize for any inconvenience or concern this incident may cause. If we can be of any further assistance or answer any questions, or you encounter any problems that you believe to be related to this incident please call 1-844-268-5469 - Monday - Saturday, 7am - 10pm ET.

Sincerely,

Marcia Green
Director, Customer Service
www.bedbathandbeyond.com

Bed Bath & Beyond Corporate Office
650 Liberty Avenue
Union, New Jersey
07083

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Dear First Name;

- We detected recent irregular activity on our website that suggests that someone may have guessed or obtained the login name and password for your dormant Bed Bath & Beyond online account, which you have not accessed since at least August 2013.
- The only information stored in your account since August 2013 is your username (email address), and your first and last name if you entered them. No credit card information was stored in your dormant account since that time.
- So, no unauthorized use of any credit card information you may have stored in your old account could have resulted from this activity.
- We have no reason to believe that any other unauthorized activity or purchases occurred on your Bed Bath & Beyond online account.
- As a result of this incident, and for your protection out of an abundance of caution, we have removed your account. If you wish to reestablish your account, you will need to do the following:
 1. Visit <https://www.bedbathandbeyond.com/store/account/Login> or go to our website and click on the Login link
 2. Follow the instructions to create an account
- The pattern of the suspicious activity suggests that the username and passwords combinations were likely obtained from some source outside of Bed Bath & Beyond. Therefore, if you use the same username and password on other websites, it is strongly recommend that you update your password on those websites as well.

We are committed to maintaining the security and privacy of the personal information you entrusted to us. If we can be of any further assistance or answer any questions, or you encounter any problems that you believe to be related to this incident please call 1-844-268-5469 Monday - Saturday, 7am - 10pm ET.

Sincerely,

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